

To: 2200 - Atlanta Region, 2210 - Atlanta ROU, 1140 - Boston Chain (KERSHON),  
 1100 - Boston Region (KERSHON), 2100 - Winston-Salem Region,  
 2110 - Winston-Salem ROU, 1700 - Pittsburgh Region, 1710 - Pittsburgh ROU,  
 Bellinger, D, Huff, C, Morris, Jim-1340, Bryant, Jim, Swisher, J, Zelles, Linda,  
 1110 - Boston ROU(PROVENL), 1810 - Cincinnati ROU (WEBSTES),  
 6610 - Denver ROU, 6210 - Chicago ROU, 6600 - Denver Region, 6710 - Detroit ROU,  
 6200 - Chicago Region, 1800 - Cincinnati Region (SCHLENM), 6700 - Detroit Region,  
 5110 - N. California ROU (MORRISL), 6900 - St. Louis Region (VOREMBL),  
 6910 - St. Louis ROU (JOHNSOK4), 1200 - New York Region (SCULLYA),  
 1210 - New York ROU (ALVICH), 5810 - Houston ROU (HOWARDC),  
 5800 - Houston Region (MYERSL), 6310 - Minneapolis ROU (EUBANKS),  
 5610 - Seattle ROU (SCOTTS), 5600 - Seattle Region (UNDERDK),  
 5410 - S. California ROU (PECKHAK), 5400 - S. California Region,  
 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG),  
 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5),  
 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE),  
 2910 - Richmond ROU (YOUNGP), 2900 - Richmond (RHYNEJ), Conroy, Marianna,  
 6300 - Minneapolis Region, (REAUMER), 5100 - N. California Region, (FLOTTMD)  
 DDA:MSMAIL=RJRWS/WSEXCH/1000; O=RJREM; P=WSX400; A=RJR; C=US  
 DDA:MSMAIL=RJRWS/WSEXCH/2000; O=RJREM; P=WSX400; A=RJR; C=US  
 DDA:MSMAIL=RJRWS/WSEXCH/5000; O=RJREM; P=WSX400; A=RJR; C=US  
 DDA:MSMAIL=RJRWS/WSEXCH/6000; O=RJREM; P=WSX400; A=RJR; C=US  
 DDA:MSMAIL=RJRWS/WSEXCH/YOUNGR; O=RJREM; P=WSX400; A=RJR; C=US

From: 2600 - Dallas Region  
 Posted: 1/8/98 10:22  
 Opened: 1/8/98 13:24  
 Subject: SOUTHLAND/7-ELEVEN VAP PARTICIPATION

To : Distribution

ROU's - Please copy this letter to your Promotions Coordinator.

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1224	_____
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1244	_____	1245	_____

RCM  
 PC SC  
 MC PA  
 RSM RSM

51842 6537



8 January, 1998

J. S. (Jeff) RUMBERGER  
Key Account Manager

1761 International Parkway  
Suite 115  
Richardson, TX 75081  
Phone : 972 / 644-2289  
Fax : 972 / 644-8807

TO : REGION OPERATION MANAGERS AND REGION  
PROMOTION COORDINATORS

SUBJECT: SOUTHLAND / 7-ELEVEN - C.I.D. 0001-XX-XX  
VALUE ADDED PROGRAM PARTICIPATION

Ladies and Gentlemen,

As information, 7-Eleven will not be participating in our March or April VAP programs. It is our intention to work VAP in 7-Eleven in 1998; however, procedurally, we are not where we need to be to ensure smooth implementation within the 7-Eleven "system".

We are currently working on these issues. Additional information will be forthcoming in the next few weeks.

Should you have any questions, please advise.

Sincerely,

A handwritten signature in cursive script that reads "Jeff".

Jeff S. Rumberger

/cn

Note : Region Ops. - Please copy this letter to your  
Promotions Coordinator

cc: Managers w/Southland Responsibility, Rick Young, RSM's, AVP's

51842 6538